PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 Park Avenue, New York, NY 10017

TO: Mr. R. P. Heretick DATE: February 13, 1989

FROM: E. N. Herald

SUBJECT: REQUEST FOR ART AD/PACK "EXTENDED USE" PRODUCT

Attached is a request from Market Research for additional ART ad/pack product to be used for "Extended Use" testing.

CONFIDENTIAL

As we discussed, this additional product will be used in conjunction with the ad/pack test for which you are currently producing product. The intent of "Extended Use" is to offer the respondents an additional carton after they have smoked the initial five packs to give an indication of the consumers' long term intent to purchase.

Please notify me at New York extension 3682 regarding the schedule for fulfilling this request.

cc: C. Arterbery
J. Bickett
D. Birdsong
E. Gee
W. Houck
J. Isaacs
J. Jones
B. Latshaw
C. Levy
A. Manwaring
J. Myracle
D. Newman
C. Rowe
H. Spielberg
P. Strang
M. Suter
J. Warren
J. Whitman
E. Wickham

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Source: https://www.industrydocuments.ucsf.edu/docs/lxlm0000